

**The Director**  
**Editorial Calendar 2024**  
**WORKING TOGETHER**

While the sphere of funeral service has been contracting, the sphere of end-of-life care has been expanding. Developing relationships and partnerships with other end-of-life care providers is essential as the consumer continues to shuffle the deck when it comes to their final wishes. Be engaged, be prepared.

JANUARY 2024

**Partnerships and Relationship Building**

Thinking as an End-of-Life Care Provider  
Ad Space Reserved by Nov. 5, 2023  
Ad Material Due by Nov. 12, 2023  
Editorial Material Due by November 15, 2023

FEBRUARY 2024

**A Sense of Engagement**

Telling Your Story to the Community  
Ad Space Reserved by Dec. 5, 2023  
Ad Material Due by Dec. 12, 2023  
Editorial Material Due by December 15, 2023

MARCH 2024

**Putting the “Intelligence” in AI**

Celebrating the Life of a Loved One  
Ad Space Reserved by January 5, 2024  
Ad Material Due by January 12, 2024  
Editorial Material Due by Jan. 15, 2024

APRIL 2024

**Funeral Directors: The Next Generation of Leaders**

What These New Leaders See  
Ad Space Reserved by Feb. 5, 2024  
Ad Material Due by February 12, 2024  
Editorial Material Due Feb. 15, 2024

MAY 2024

**Game Changers**

Funeral service beyond cremation and burial?  
Ad Space Reserved by March 5, 2024  
Ad Material Due by March 12, 2024  
Editorial Material Due March 15, 2024

JUNE 2024

**Life After Deathcare**

Focus on Succession Planning  
Ad Space Reserved by April 5, 2024

Ad Material Due by April 12, 2024  
Editorial Material Due by April 15, 2024

JULY 2024

**Personnel, Staffing & Recruitment**

The Challenge of Training and Keeping the Best  
Ad Space Reserved by May 5, 2024  
Ad Material Due by May 12, 2024  
Editorial Material Due May 15, 2024

AUGUST 2024

**The Consumer’s Voice**

(Annual NFDA Consumer Survey)  
**Plus: 2024 NFDA Expo Preview**  
Ad Space Reserved by June 5, 2024  
Ad Material Due by June 12, 2024  
Editorial Material Due June 15, 2024

SEPTEMBER 2024

**Digital Media**

What is your social media strategy?  
**Plus: 2024 NFDA Convention Workshop and Speaker Preview**  
Ad Space Reserved by July 5, 2024  
Ad Material Due by July 12, 2024  
Editorial Material Due July 15, 2024

OCTOBER 2024

**NFDA International Convention & Expo Issue**

**Plus: The Best Thing I’m Doing**  
The Idea Bank  
Ad Space Reserved by August 5, 2024  
Ad Material Due by August 12, 2024  
Editorial Material Due August 15, 2024

NOVEMBER 2024

**Your Strategic Plan for 2025**

The century is 25 years old, what is your plan?  
Ad Space Reserved September 5, 2024  
Ad Material Due September 12, 2024  
Editorial Material Due by September 15, 2024

DECEMBER 2024

**NFDA Convention Recap**

Ad Space Reserved by October 5, 2024  
Ad Material Due by October 12, 2024  
Editorial Material Due by October 15, 2024